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SOME STYLES OF ADVERTISING MESSAGE

Correctness of advertising message composition contributes to its success. The level of advertising message influence depends not only and not so much on what it is said in the message but also on how it is said. Therefore to make the advertisement of any product memorable for its audience company should choose superior style, tone, words and format.

Style is one of the most important and interesting elements of advertising message. It is a specific form of interaction of a company with its target audience that includes using different advertising motives. The rational motives, that are related to personal preferences of the consumers and show the product ability to satisfy a want, were used in the first advertisements. The emotional motives, that are capable to make the consumer do shopping having called some emotions, take their place later. Both rational and emotional motives are used in modern commercials.

In compliance with aforesaid advertising message can be done in one of the following styles or their combinations.

Slice-of-life approach is a dramatized situation in which the characters use the advertised product. This style of advertising shows how the product can protect people from some kind of existing problems. The main accent is placed on commercial argument.

Demonstration is showing consumers the expected benefit. This method can be used in a different variations: demonstration “before” and “after” application, demonstration of the product in extreme conditions, comparing with the products of competitors, documentary demonstration.

Scientific evidence is founded on providing scientific data confirming that this product is much better or preferable than others in some or all characteristics.

Professional experience is focusing on great professional experience of the company in making the product and its technical benefits.

Testimony or Reference. According to this style the main character of

advertisement is a trustworthy, pleasing person, who is approving of some product. This may be either a celebrity, who is advising the product to the other consumers, or ordinary people, who are telling the viewers why they like some product.

Lifestyle is required when it is necessary to emphasize that the product will perfectly fit into a certain way of life. As opposed to slice-of-life approach this advertising style puts the stress on musical performance and art elements.

Mood or image. This style builds a mood or image around the advertised product, such as love, beauty and serenity. Advertising design creates a certain mood, with no specific appeals or claims in favor of the goods. Only the spirit may indirectly influence the choice of a buyer.

Musical is based on song or popular melody and conveys the message of the advertisement. Music used in advertisement begins to be associated with advertised product.

Fantasy means creating a romantic image, the halo of irreality around product or methods of its application.

Personification lies in creating a character that represents the product in advertisements. This may be an animated or a real personage.

Thus, there are a lot of styles of advertising. Among the listed above a company can choose the most suitable approach that is based on an advertising campaign goals, on a kind of advertising vehicle, on an advertised product characteristics and primary audience. If a company comes to right decision, advertising campaign will be a success.

References:

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